

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (previously presented) A method for delivering search results for searches conducted over a network, the method comprising the steps of:
establishing an association between one or more links to resources, one or more conditions, and one or more items;
in response to a search for resources initiated at a client on said network, performing the steps of
identifying a set of links to resources satisfying said search;
inspecting said association to determine whether any links in said set of links are associated with an item of the one or more items and whether any links in said set of links satisfy a condition of the one or more conditions; and
delivering search results over said network;
wherein said search results include any items associated in said association with particular links in said set of links if and only if said particular links satisfy a condition of the one or more conditions.
2. (previously presented) The method of Claim 1, wherein said resources satisfying said search is controlled by one or more first parties and said any items associated with said particular links are associated with a second party which is different from said one or more first parties.
3. (previously presented) The method of Claim 1, wherein at least one of said one or more items is a link to a resource not in said set of links to resources.
4. (previously presented) The method of Claim 1, wherein all of said one or more items are links to resources not in said set of links to resources.

5. (original) The method of Claim 1, wherein said one or more links to resources is a uniform resource locator (URL).
6. (previously presented) The method of Claim 5, wherein said uniform resource locator (URL) is a hypertext link.
7. (previously presented) The method of Claim 1 wherein:
the search is for web documents residing on any one of the World Wide Web, an intranet, and an extranet network; and
the step of identifying a set of links to resources satisfying said search is performed by identifying a set of links to web documents satisfying said search.
8. (previously presently) The method of Claim 1 wherein the step of establishing an association between one or more links to resources and one or more items includes associating a link to a resource with an item not derived from nor contained in a resource corresponding to said link.
9. (previously presented) The method of Claim 1 wherein the step of delivering search results includes delivering said search results for display such that any item displayed based on the item's association with a link to a resource is displayed unassociated with said link to which the item is associated.
10. (previously presented) The method of Claim 1 wherein the step of delivering search results includes delivering said search results for display such that any item displayed based on the item's association with a link to a resource is displayed in a frame of display different than a frame of display in which said link to which the item is associated is displayed.
11. (previously presented) The method of Claim 1 wherein:
the step of delivering search results over said network to said client is part of a service performed by a first party;
said one or more items are associated with one or more second parties; and

the method further includes the step of said one or more second parties paying said first party to associate said one or more items with links to resources corresponding to resources controlled by one or more third parties.

12. (previously presented) The method of Claim 11, wherein at least one item of said one or more items is an advertisement associated with a second party of said one or more second parties.

13. (original) The method of Claim 1, wherein at least one item of said one or more items is dynamically generated content.

14.-26. (canceled)

27. (presently amended) A system comprising:

means for establishing an association between one or more links to resources, one or more conditions, and one or more items;

wherein said means for establishing includes a computer-readable storage medium that stores data representing the association between said one ore more links;

means for identifying a set of links to resources satisfying a search for resources initiated at a client on [[said]] a network;

means for inspecting said association to determine whether any links in said set of links are associated with an item of the one or more items and satisfy a condition of the one or more conditions; and

means for delivering search results over said network;

wherein said search results include any items associated in said association with particular links in said set of links if and only if said particular links satisfy a condition of the one or more conditions.

28. (previously presented) A computer-readable storage medium carrying one or more sequences of instructions for delivering search results for searches conducted over a network, wherein execution of the one or more sequences of instructions by one or more processors causes performance of:

establishing an association between one or more links to resources, one or more conditions, and one or more items;

in response to a search for resources initiated at a client on said network, performing the steps of

- identifying a set of links to resources satisfying said search;
- inspecting said association to determine whether any links in said set of links are associated with an item of the one or more items and whether any links in said set of links satisfy a condition of the one or more conditions; and
- delivering search results over said network;

wherein said search results include any items associated in said association with particular links in said set of links if and only if said particular links satisfy a condition of the one or more conditions.

29. (previously presented) The computer-readable storage medium of Claim 28, wherein said resources satisfying said search is controlled by one or more first parties and said any items associated with said particular links are associated with a second party which is different from said one or more first parties.

30. (previously presented) The computer-readable storage medium of Claim 28, wherein at least one of said one or more items is a link to a resource not in said set of links to resources.

31. (previously presented) The computer-readable storage medium of Claim 28, wherein all of said one or more items are links to resources not in said set of links to resources.

32. (previously presented) The computer-readable storage medium of Claim 28, wherein said one or more links to resources is a uniform resource locator (URL).

33. (previously presented) The computer-readable storage medium of Claim 32, wherein said uniform resource locator (URL) is a hypertext link.

34. (previously presented) The computer-readable storage medium of Claim 28 wherein: the search is for web documents residing on any one of the World Wide Web, an intranet, and an extranet network; and

said identifying a set of links to resources satisfying said search includes identifying a set of links to web documents satisfying said search.

35. (previously presented) The computer-readable storage medium of Claim 28 wherein said establishing an association between one or more links to resources and one or more items includes associating a link to a resource with an item not derived from nor contained in a resource corresponding to said link.

36. (previously presented) The computer-readable storage medium of Claim 28 wherein said delivering search results includes delivering said search results for display such that any item displayed based on the item's association with a link to a resource is displayed unassociated with said link to which the item is associated.

37. (previously presented) The computer-readable storage medium of Claim 28 wherein said delivering search results includes delivering said search results for display such that any item displayed based on the item's association with a link to a resource is displayed in a frame of display different than a frame of display in which said link to which the item is associated is displayed.

38. (previously presented) The computer-readable storage medium of Claim 28 wherein:
said delivering search results over said network to said client is part of a service
performed by a first party;
said one or more items are associated with one or more second parties; and
said one or more second parties pay said first party to associate said one or more items
with links to resources corresponding to resources controlled by one or more
third parties.

39. (previously presented) The computer-readable storage medium of Claim 38, wherein at least one item of said one or more items is an advertisement associated with a second party of said one or more second parties.

40. (previously presented) The computer-readable storage medium of Claim 28, wherein at least one item of said one or more items is dynamically generated content.

41. (previously presented) The method as recited in Claim 1, further comprising:
receiving input that specifies said one or more conditions.
42. (previously presented) The method as recited in Claim 41 wherein said input defines a context.
43. (previously presented) The method as recited in Claim 42 wherein at least one of said one or more items comprises a specified form for an advertisement to be displayed upon said search results conforming to said context.
44. (previously presented) The method as recited in Claim 1 wherein said the step of establishing an association comprises:
establishing an association between an advertisement, a particular set of one or more links, and conditions relating to a ranking of the particular set of one or more links within a set of search results; and
wherein the step of delivering the search results includes presenting the advertisement.
45. (previously presented) The method as recited in Claim 1 wherein a plurality of said particular resource links satisfy a condition of the one or more conditions, and wherein a conflict arises relating to which said item of said one or more items is to be delivered with said search results, said method further comprising:
determining weights associated with one or more of said resources that satisfy the search and said links thereto;
comparing said determined weights; and
selecting among said determined weights based on said comparing, wherein said selecting resolves said conflict;
wherein said delivering comprises delivering said one or more of said resources and said links based on said selecting.
46. (previously presented) The method as recited in Claim 45 wherein the step of determining weights is based on a ranking of said search results.

47. (previously presented) The method as recited in Claim 45 wherein the step of determining weights is based on consideration paid by one or more entities associated with said one or more resources.
48. (previously presented) The method as recited in Claim 45, further comprising: maintaining historical information relating to instances wherein said one or more resources are accessed.
49. (previously presented) The method as recited in Claim 48 wherein said weighting is based on said historical information.